

LINCOLN CITY SUPPORTERS SOCIETY LIMITED

MEDIA POLICY

Introduction

This document was adopted pursuant to a resolution of Lincoln City Supporters Society Limited (the Society) at a Board Meeting held on 9th November 2022 and in accordance with the Best Practice Guidance issued by the Football Supporters' Association.

This Policy is for all Society Board Members and includes all social media accounts and digital social networks.

This Policy is in place in order to protect the interests and reputation of the Society.

Definitions

This document uses several terms which are defined in the Society's Rules.

Visibility

All Society Board Members are aware of their responsibility to respect, act in accordance with and thereby support and promote the spirit and intentions of this Policy, which will be published on the Society's website.

Social Media Usage

1. Information which is confidential to the Society, its Members or suppliers must not be divulged.
2. Board Members must ensure that they do not conduct themselves in a way that is detrimental to the Society.
3. No derogatory language should be used towards;
 - a. any player or person associated with the Club;
 - b. any Member of the Society;
 - c. any person online commenting on the Club or the Society;

- d. any member of the wider football community, including match officials, other clubs, leagues and associations;
 - e. any player, official or representative of the above.
4. The Society does have a public profile, and as such can be subject to scrutiny by the media and public. This means that all Board Members need to take great care to ensure that they do not at any time use social media in a way that could damage the reputation of the Society and its partners: Board Members must behave in a way which ensures that there is no negative impact on the Society, its Members or the people and organisations that the Society works with and for.
 5. Privacy and the reputation and feelings of others must be respected at all times. Board Members should obtain the permission of other Board Members before posting contact details or photos. It is in everyone's interests that Board Members do not make any comment, share images or information that may cause embarrassment to the Society.
 6. As at all times, great care should be taken at all times to avoid using language which could be deemed as offensive: one way of approaching this is to consider how what you were saying would be viewed if it was broadcast as an interview with you.
 7. In the course of working on behalf of the Society, Board Members could have access to information relating to the finances, budgets, transfer or recruitment activity of the Club. Information of this nature MUST be treated sensitively and confidentially. It is expressly prohibited for Board Members to comment on such matters publicly.
 8. As much as possible, personal Twitter accounts (or other social networks) should not be used for Society business.
 9. If personal Twitter accounts (or other social networks) are likely to be used to comment on official Society activity, biographies should state that "the views expressed are personal and not those of Red Imps Community Trust or Lincoln City Supporters Society Limited."

10. The official Society accounts should block anyone sending abusive messages and anyone discriminating or engaging in intentional provocation.
11. It is the responsibility of anyone publishing content on the Society's behalf to ensure they take additional precautions if they themselves use personal accounts, namely keep the Society's accounts separately and ensure they are aware of which account they are using before posting any material.
12. As with all the Society's Policies, any suspected breach of this Policy will be treated seriously and investigated and may result in disciplinary action in accordance with the Society's Disciplinary Policy.